The Dun & Bradstreet Corporation

(3150-3

Current Economic Indicators

Prepared by the Economic Analysis Department

New Business Incorporations
Vol. 31, No. 12
December 1989

News

For Immediate Release

Contact: Reid H. Gearhart, (212) 593-6727
Dina Silva-Decker, (212) 593-4164

NEW INCORPORATIONS DECREASE 7.3 PERCENT IN DECEMBER

NEW YORK, Mar. 2--New business incorporations decreased 7.3 percent to 54,014 in December 1989 from 58,240 in December 1988, according to The Dun & Bradstreet Corporation.

In 1989, the number of new business incorporations decreased 1.1 percent to 677,394 from 685,095 a year ago.

Twenty-eight states reported increases in 1989, with five reporting increases of 10 percent or more. Arkansas reported the greatest gain, up 52.0 percent to 6,463 from 4,253; followed by Iowa, up 19.1 percent to 4,554 from 3,825; and Hawaii, up 18.2 percent to 3,780 from 3,199.

Of the 22 states to report decreases for the year, six were greater than 10 percent. Colorado reported the greatest decrease, down 17.7 percent to 13,355 from 16,224; followed by California, down 14.5 percent to 48,243 from 56,400; and Massachusetts, down 14.4 percent to 14,078 from 16,438.

-MORE-

Five of the nation's nine U.S. Bureau of the Census regions reported increases in new incorporations during 1989. The West South Central states reported the greatest gain, up 7.0 percent to 56,686 from 52,990; followed by the South Atlantic states, up 3.5 percent to 190,126 from 183,624. Other states to report increases were the East North Central states, up 1.8 percent to 91,207 from 89,627; followed by the East South Central states, up 1.7 percent to 26,303 from 25,870; and the West North Central states, up 1.2 percent to 32,994 from 32,610.

The New England states reported the greatest decrease, down 12.3 percent to 35,299 from 40,251; followed by the Pacific states, down 8.1 percent to 71,869 from 78,237. Other regions to report decreases were the Mountain states, down 5.7 percent to 46,886 from 49,698; and the Middle Atlantic states, down 4.7 percent to 126,024 from 132,188 in the previous year.

Month of December

Of the 16 states to report increases in new incorporations for the month of December, six reported increases of 20 percent or more. The greatest increase occurred in Idaho, up 36.8 percent to 264 from 193; followed by Wyoming, up 31.5 percent to 96 from 73; and Florida, up 25.7 percent to 6,398 from 5,088.

Of the 34 states to report decreases, seven were greater than 20 percent. The greatest decreases were reported in Mississippi, down 54.9 percent to 246 from 545; and Maine,

down 28.6 percent to 212 from 297 in December of 1988. Other states to report significant decreases in new incorporations for the month of December were Rhode Island, down 28.3 percent to 231 from 322; followed by California, down 26.8 percent to 3,390 from 4,632; and Massachusetts, down 22.6 percent to 1,178 from 1,522.

Two of the nine U.S. Bureau of the Census regions reported increases in new incorporations for the month of December. The South Atlantic states reported the most significant increase, up 2.4 percent to 15,345 from 14,983; followed by the Mountain states, up 2.0 percent to 4,204 from 4,121.

The East South Central states reported the greatest decrease in new incorporations for December 1989, down 26.7 percent to 1,689 from 2,305. Other significant decreases were reported in the Pacific states, down 17.2 percent to 5,525 from 6,674; followed by the West North Central states, down 16.1 percent to 2,586 from 3,081. The Middle Atlantic, East North Central and West South Central states reported declines of, 15.3 percent, 2.7 percent and 1.4 percent, respectively.

The largest number of new incorporations in December was reported in Florida, with 6,398, followed by New York, with 5,108 and California, with 3,390.

The Dun & Bradstreet Corporation is the world's largest marketer of business information and related services, with worldwide revenue of $4.3 billion in 1989

(See Attached Tabular Data)

NEW BUSINESS INCORPORATIONS BY STATES AND GEOGRAPHIC REGIONS
(Not Seasonally Adjusted)

	Dec 1989	Nov 1989	% Change Nov 1989 Dec 1989	Dec 1988	% Change Dec 1988 Dec 1989	Total Twelve Month(s) 1989	12 Month(s) 1988	% Change 12 Month(s) 89-88
NEW ENGLAND	3,202	2,377 R	34.7	3,693 R	-13.3	35,299 E-R	40,251	-12.3
Maine	212	191	11.0	297 R	-28.6	2,832 E	3,107	-8.9
New Hampshire	239	188	27.1	289	-17.3	2,945	3,388	-13.1
Vermont	158	124	27.4	180	-12.2	1,786	2,042	-12.5
Massachussetts	1,178	888	32.7	1,522	-22.6	14,078	16,438	-14.4
Connecticut	1,184	751 R	57.7	1,083	9.3	10,400 R	11,850	-12.2
Rhode Island	231	235	-1.7	322	-28.3	3,258	3,426	-4.9
MIDDLE ATLANTIC	9,033	9,287	-2.7	10,670	-15.3	126,024	132,188	-4.7
New York	5,108	5,588	-8.6	6,332	-19.3	73,354	77,687	-5.6
New Jersey	2,426	2,025	19.8	2,480	-2.2	30,428	32,659	-6.8
Pennsylvania	1,499	1,674	-10.5	1,858	-19.3	22,242	21,842	1.8
EAST NORTH CENTRAL	7,674 E	6,600	16.3	7,890	-2.7	91,207 E	89,627	1.8
Ohio	1,480	1,352	9.5	1,524	-2.9	18,847	18,991	-0.8
Indiana	1,218	1,029	18.4	982	24.0	13,954	13,004	7.3
Illinois	2,426	2,221	9.2	2,834	-14.4	28,882	28,654	0.8
Michigan	1,873 E	1,494	25.4	1,817	3.1	22,531 E	22,633	-0.5
Wisconsin	677	504	34.3	733	-7.6	6,993	6,345	10.2
WEST NORTH CENTRAL	2,586	2,390	8.2	3,081	-16.1	32,994 E	32,610	1.2
Minnesota	804	739	8.8	939	-14.4	9,598	9,525	0.8
Iowa	229	282	-18.8	266	-13.9	4,554	3,825	19.1
Missouri	807	719	12.2	944	-14.5	9,959	10,326	-3.6
North Dakota	75	60	25.0	91	-17.6	842 E	875	-3.8
South Dakota	109	79	38.0	119	-8.4	1,008	983	2.5
Nebraska	238	180	32.2	304	-21.7	2,677	2,692	-0.6
Kansas	324	331	-2.1	418	-22.5	4,356 E	4,384	-0.6
SOUTH ATLANTIC	15,345 E	14,977 E	2.5	14,983 E	2.4	190,126 E-R	183,624	3.5
Maryland	1,316	1,331	-1.1	1,389	-5.3	17,306	16,860	2.6
Delaware	2,538	2,538	0.0	3,036	-16.4	30,993 R	31,486	-1.6
Washington D.C.	188 E	188 E	0.0	188 E	0.0	2,256 E	2,256	0.0
Virginia	1,389	1,335	4.0	1,545	-10.1	18,015	17,699	1.8
West Virginia	198	181	9.4	234	-15.4	2,646 R	2,688	-1.6
North Carolina	1,184	912	29.8	1,226	-3.4	13,211	12,760	3.5
South Carolina	621	503	23.5	613	1.3	6,864	6,239	10.0
Georgia	1,513	1,490	1.5	1,664	-9.1	18,815	18,659	0.8
Florida	6,398	6,499	-1.6	5,088	25.7	80,020	74,977	6.7

NEW BUSINESS INCORPORATIONS BY STATES AND GEOGRAPHIC REGIONS
(Not Seasonally Adjusted)

	Dec 1989	Nov 1989	% Change Nov 1989 Dec 1989	Dec 1988	% Change Dec 1988 Dec 1989	Total Twelve Month(s) 1989	1988	% Change 12 Month(s) 89-88
EAST SOUTH CENTRAL	1,689	1,961	-13.9	2,305	-26.7	26,303	25,870	1.7
Kentucky	523	550	-4.9	650	-19.5	6,931	6,981	-0.7
Tennessee	585	622	-5.9	715	-18.2	8,470	8,455	0.2
Alabama	335	547	-38.8	395	-15.2	7,238	6,613	9.5
Mississippi	246	242	1.7	545	-54.9	3,664	3,821	-4.1
WEST SOUTH CENTRAL	4,756	4,130	15.2	4,823 R	-1.4	56,686 R	52,990	7.0
Arkansas	497	434	14.5	414 R	20.0	6,463 R	4,253	52.0
Louisiana	678	646	5.0	630	7.6	9,018	9,057	-0.4
Oklahoma	550	540	1.9	610	-9.8	7,208	7,185	0.3
Texas	3,031	2,510	20.8	3,169	-4.4	33,997	32,495	4.6
MOUNTAIN	4,204	3,296 R	27.5	4,121 E	2.0	46,886 E-R	49,698	-5.7
Montana	124	81	53.1	117	6.0	1,290	1,280	0.8
Idaho	264	114	131.6	193	36.8	1,908	1,895	0.7
Wyoming	96	50	92.0	73	31.5	874	847	3.2
Colorado	976	809	20.6	1,006	-3.0	13,355	16,224	-17.7
New Mexico	245	180	36.1	233	5.2	2,631	2,507	4.9
Arizona	915	1,019	-10.2	1,007 E	-9.1	11,564 E	12,440	-7.0
Nevada	1,178	797	47.8	1,157	1.8	11,363	10,682	6.4
Utah	406	246 R	65.0	335	21.2	3,901 R	3,823	2.0
PACIFIC	5,525 E	5,196 E	6.3	6,674 R	-17.2	71,869 E-R	78,237	-8.1
Alaska	102	92	10.9	105	-2.9	1,391 R	1,361	2.2
Washington	1,014	826	22.8	982	3.3	10,711	10,109	6.0
Oregon	705	569	23.9	658	7.1	7,744	7,168	8.0
California	3,390	3,398	-0.2	4,632	-26.8	48,243 R	56,400	-14.5
Hawaii	314 E	311 E	1.0	297 R	5.7	3,780 E	3,199	18.2
TOTAL U.S. (unadjusted)	54,014 E	50,214 E-R	7.6	58,240 E-R	-7.3	677,394 E-R	685,095	-1.1
TOTAL U.S. (seasonally adjusted)	57,037 E	55,180 E-R	3.4	58,592 E-R	-2.7			

(E) - Estimated
(R) - Revised
Source: Economic Analysis Department, The Dun & Bradstreet Corporation.
Copyright The Dun & Bradstreet Corporation 1989